INFORMATION DESIGN - MINOR

College of Communication and Information
School of Visual Communication Design
www.kent.edu/vcd

Contact Information
• School Director:
  Daniel Alenquer  
vcd@kent.edu
  330-672-7856
• Speak with an Advisor

Fully Offered
Kent Campus

Description
The Information Design minor offers students a basic understanding of visual communication tools, theory and ethics. Subjects covered include the creation of print and digital artifacts and an understanding of information design and how it is used in many fields of study. Those fields include business, science, communication, journalism and media. This minor is expected to enhance and complement students’ respective majors.

Students complete a core of fifteen credit hours which includes introductory courses and a capstone course. Then, students are able to customize the minor to fit their curriculum needs by choosing six credit hours of minor electives from Digital Media and/or Design courses. Students who want to improve their storytelling ability while strengthening technical skills in information design can choose from Digital Media courses. Students who want to enhance their visual communication design and creative problem-solving skills can choose from Design courses.

Admission Requirements
Admission to a minor is open to students declared in a bachelor’s degree, the A.A.B. or A.A.S. degree or the A.T.S. degree (not Individualized Program major). Students declared only in the A.A. or A.S. degree or the A.T.S. degree in Individualized Program may not declare a minor. Students may not pursue a minor and a major in the same discipline.

To declare the Information Design minor, students must have a minimum 2.000 overall Kent State University GPA. No Kent State University GPA is required if the student is a first-semester freshman or transfer student admitted in good standing.

Program Learning Outcomes
Graduates of this program will be able to:
1. Students will make appropriate visual choices when creating information design artifacts.
2. Students will use icons, data visualizations, and interaction design to create information-based experiences that allow users to compare, contrast, understand, make decisions, and reflect on those experiences.
3. Students will employ storytelling to help audiences comprehend complex information.
4. Students will learn conceptual and technical aspects of creating visual compositions, form, and patterns to strengthen media enriched communication.

Program Requirements

### Minor Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>VCD 13000</td>
<td>DESIGN: PRINCIPLES, PROCESSES AND PRACTICE</td>
<td>3</td>
</tr>
<tr>
<td>VCD 13001</td>
<td>INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO</td>
<td>3</td>
</tr>
<tr>
<td>UXD 20001</td>
<td>INTRODUCTION TO USER EXPERIENCE DESIGN</td>
<td>3</td>
</tr>
<tr>
<td>VCD 43007</td>
<td>INFORMATION DESIGN</td>
<td>3</td>
</tr>
<tr>
<td>VCD 49199</td>
<td>CAPSTONE PROJECT (ELR)</td>
<td>3</td>
</tr>
</tbody>
</table>

Digital Media and Design Electives, choose from the following: 6

- VCD 20010 | INTRODUCTION TO DESIGN RESEARCH                                     | 3            |
- VCD 34004 | VISUAL ETHICS                                                       | 3            |
- VCD 34006 | MOTION DESIGN                                                       | 3            |
- VCD 37000 | VISUAL DESIGN FOR MEDIA                                             | 3            |

Minimum Total Credit Hours: 21

1. Students who want to improve their storytelling ability while strengthening technical skills in information design should choose from these courses.
2. Students who want to enhance their visual communication design and creative problem-solving skills should choose from these courses with a design focus. Visual Communication Design and Photography majors cannot apply these courses to the minor.

Graduation Requirements

<table>
<thead>
<tr>
<th>Minimum Minor GPA</th>
<th>Minimum Overall GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.000</td>
<td>2.000</td>
</tr>
</tbody>
</table>

- Minimum 6 credit hours in the minor must be upper-division coursework (30000 and 40000 level).
- Minimum 6 credit hours in the minor must be outside of the course requirements for any major or other minor the student is pursuing.
- Minimum 50 percent of the total credit hours for the minor must be taken at Kent State (in residence).